

IECA Fall Conference

Vendor Exhibits in Conference Central Information & Registration



Cincinnati, Ohio • November 3 – 6, 2010

Note that schools, colleges and therapeutic programs themselves are NOT eligible for the Vendor Exhibits and should register for the Professional Days Programs and School/College Fair or Information Swap via our online registration system.

The Independent Educational Consultants Association will hold its annual Fall Conference in Cincinnati, Ohio November 3 – 6, 2010. We expect nearly 1,000 attendees including as many as 250 educational consultants, and administrative and admission representatives from prep schools, colleges and post-secondary programs, and other adolescent programs, including LD schools, gap year, and therapeutic programs, among others. Last fall, over 75% of conference attendees visited the vendor displays in Conference Central at least once.

Unique Opportunity

The IECA conference is a unique opportunity for services and businesses to reach all these groups in one place, at one time. We invite you to display in our Vendor Exhibit Hall. Our exhibit hall is designed to accommodate the growth in vendors, and features a dedicated room with scheduled refreshment breaks, lounge, Internet cafe, bookstore, and specific exhibit times.

Target Your Audience

The IECA Vendor Hall is designed exclusively for businesses and organizations that serve consultants, colleges, prep schools, special purpose programs, counselors and related groups. With a limited number of exhibit tables available, we will be looking for a mix of appropriate vendors: publishers, Web designers, office management software, test prep companies, financial institutions, counselor and school service companies, etc.

"Of the many educational associations that host conferences, IECA treats its vendors with more respect and consideration than does any other organization. All the staff members are attentive and genuinely interested in their vendors' success. They are clearly looking to find the right fit between vendors and members, and work hard to ensure that the proper dynamic exists not only during conferences, but also throughout the year. I strongly encourage any educational outfit involved with independent consultants to develop a relationship with IECA."

- Dan Stern

President, College Essay Organizer ('CEO')

Included in Conference Registration

Vendors will be given a six-foot table. The registration fee includes two registrants, appropriate meals and/or breaks and receptions, and a set of mailing labels of conference attendees or IECA members, as well as your exhibit space. Vendors will also participate in the School/College Fair on Thursday and the Information Swap on Friday.

A very limited number of vendor spaces are available in Cincinnati. They are expected to fill, so please reserve your spot early to avoid disappointment. To register, use the attached form. For questions, contact Rachel King, IECA conference manager, at Rachel@IECAonline.com.

Conference Vendor Rules & Regulations

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Tentative Schedule:

Move In:

Wednesday, Nov. 3 8:00 – 9:30 a.m.

Listed below are the hours that Conference Central will be open. Vendors may remain at their table during any of these hours:

Wednesday, Nov. 3 9:30 a.m. – 6:30 p.m.

Thursday, Nov. 4 6:45 a.m. – 6:00 p.m.

Friday, Nov. 5 7:30 a.m. – 3:30 p.m.

The following hours are the times Conference Central will have the most traffic:

Show Open:

Wednesday, Nov. 3 9:30 a.m. - 1:30 p.m.
2:45 – 3:30 p.m. (Dedicated)

Thursday, Nov. 4 7:45 - 11:00 a.m. (School & College Fair)
2:00 - 2:45 p.m. (Dedicated)

Friday, Nov. 5 7:30 - 8:30 a.m. (Dedicated)
12:00 - 3:00 p.m. (Information Swap)
3:00 – 3:30 p.m. (Dedicated)

All vendors may participate in both the School & College Fair and the Therapeutic Information Swap. The Fair and Swap will be located in a room separate from Conference Central. The Vendor exhibits will be closed during these hours so all vendors will be given space in the Fair AND the Swap.

Tear Down:

Friday, Nov. 5 3:30 – 4:00 p.m.

Vendor Fees:

\$925 per exhibit space (\$865 by September 15)

Included in Fee:

- Two vendor registrations.
- One six-foot draped, 36-inch tall table, two chairs, and sign with vendor's name.
- One-time use mailing labels of conference attendees, or IECA members appropriate to category of service.
- A listing in the Conference Program, including vendor description and contact information (**all information must be received by October 1, 2010**).

Additional Registrations:

Vendors may sign up additional conference registrants at the regular registration fee, or register Vendor-Area-Only staff at a cost of \$195 each. Those registered for the Vendor-Area-Only may not attend breakouts or general sessions.



Exposure:

To maximize exposure, Wednesday to Friday coffee breaks will be held in the vendor area. A limited number of advertising and sponsorship opportunities are available. Go to www.iecaonline.com/sponsorships.html and www.iecaonline.com/advertising.html for more information.

Security:

The exhibit area will be locked each evening. However, neither IECA nor the conference hotel will be held responsible for items left in the room overnight.

Electricity and Internet:

All electric, audiovisual, and Internet requests for your table will be made directly with the Event Manager at the hotel. A form for these requests, as well as a credit card form for payment, will be sent to you approximately six weeks prior to the conference. The cost is \$50 per day for Internet.

Terms and Conditions:

1. No one other than the vendor and his/her employees will be permitted to occupy the space.
2. Only registered attendees may staff the table.
3. All items must fit on a tabletop. No items may stand more than five feet tall, as measured from the top of the table. No signs or apparatus may be attached to the walls. Self-standing displays may be located behind the table.
4. No material or equipment of an objectionable nature—in print or oral language, sound, volume, odor, vibration or other irritant is permitted, as judged by IECA, the hotel, guests, or other exhibitors.
5. No activities in the vendor area may interfere with the conference, its educational sessions, or the Fair/Information Swap.
6. Vendor agrees to maintain their table in a professional, clean and orderly fashion.
7. Vendor understands that they are solely responsible for their property and agrees not to hold the hotel, IECA or their affiliates, employees and agents harmless against all claims and losses.
8. Only one company per table is permitted, unless approved by IECA.
9. Exhibits which defame or unfairly attack the products or integrity of another exhibitor, IECA, or conference attendee or exhibits which disrupt or disturb the exhibits of another vendor through any audio or visual means are prohibited.
10. Neither IECA nor the hotel shall be held financially responsible should events warrant the cancellation of the conference or of the vendor area during the conference.
11. IECA has the sole authority to accept or reject this application.

Conference Vendor Application



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Name of Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone: _____ Fax: _____

E-Mail: _____ Web address: _____

Who will attend the conference? (*two attendees are included in your registration fee*):

1. Name: _____ Title: _____

Phone: _____ E-Mail: _____

2. Name: _____ Title: _____

Phone: _____ E-Mail: _____

(To register additional attendees, attach names, e-mail, and phone number, and include \$195 per person.)

School & College Fair / Therapeutic Information Swap

____ We would like a space in ONLY the School & College Fair

____ We would like a space in ONLY the Therapeutic Information Swap

____ We would like space in BOTH the School & College Fair and the Therapeutic Information Swap

Type of Business or Service:

____ Publisher ____ Financial Services/Student Loans

____ Web Designer/Host ____ Test Preparation

____ School/Counselor/Consultant/Student Services: _____

____ Other: _____

Vendor Fees: \$925 (\$865 if application is received by September 15; includes vendor table and two vendor registrations)

Payment Information: ____ Check Enclosed (payable to IECA) ____ MasterCard ____ Visa ____ AmEx

Card Number _____ Expiration Date _____

Name _____

Billing Zip Code _____ Security code on card _____ Signature _____

Date _____

**Mail this form with full payment to:
IECA Vendor, 3251 Old Lee Highway, Suite 510, Fairfax, VA 22030**

Cancellation/Refund Policy: Cancellations must be made in writing to Rachel King at Rachel@IECAonline.com or by fax: 703-591-4860. Cancellations received by September 15, 2010 will receive a 50% refund. After September 15, no refund.